



**RTV 6**  
**1330 N. Meridian Street**  
**Indianapolis, IN 46202**  
**(317)635-9788**

www.theindychannel.com

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

# CONTRACT

<u>Contract / Revision</u> 184331 /		<u>Alt Order #</u>
<u>Product</u> IN GOV MIKE PENCE Aug-14-Aug 27 TV		
<u>Contract Dates</u> 08/14/12 - 08/27/12	<u>Estimate #</u> 2593	
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Tara Washburn	<u>Sales Office</u> EWS-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u> MAJ	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	RTV 6	08/14/12	08/27/12	6-7A News	6-7A		:30			NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-1111--				4	\$175.00			
	Week:	08/20/12	08/26/12	1111--				5	\$175.00			
	Week:	08/27/12	09/02/12	1-----				1	\$175.00			
N 2	RTV 6	08/14/12	08/27/12	Good Morning America	7-9A		:30			NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-1111--				4	\$175.00			
	Week:	08/20/12	08/26/12	1111--				5	\$175.00			
	Week:	08/27/12	09/02/12	1-----				1	\$175.00			
N 3	RTV 6	08/15/12	08/27/12	DY 9-10A	9-10A		:30			NM	6	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--11---				2	\$120.00			
	Week:	08/20/12	08/26/12	--11--				3	\$120.00			
	Week:	08/27/12	09/02/12	1-----				1	\$120.00			
N 4	RTV 6	08/14/12	08/27/12	The View	11A-12N		:30			NM	6	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-111---				3	\$240.00			
	Week:	08/20/12	08/26/12	11----				2	\$240.00			
	Week:	08/27/12	09/02/12	1-----				1	\$240.00			
N 5	RTV 6	08/14/12	08/27/12	Midday News	12P-1230P		:30			NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-1--1--				2	\$160.00			
	Week:	08/20/12	08/26/12	-1--1--				2	\$160.00			
	Week:	08/27/12	09/02/12	1-----				1	\$160.00			
N 6	RTV 6	08/14/12	08/27/12	530-6P News	530P-6P		:30			NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-1111--				4	\$300.00			
	Week:	08/20/12	08/26/12	1111--				5	\$300.00			
	Week:	08/27/12	09/02/12	1-----				1	\$300.00			
N 7	RTV 6	08/14/12	08/27/12	6-630P News	6P-630P		:30			NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-1111--				4	\$375.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
184331 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/14/12 - 08/27/12	IN GOV MIKE PENCE A	2593

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11111--				5	\$375.00			
Week:		08/27/12	09/02/12	1-----				1	\$375.00			
N 8	RTV 6	08/14/12	08/27/12	7-730P News	7P-730p		:30			NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1111--				4	\$375.00			
Week:		08/20/12	08/26/12	11111--				5	\$375.00			
Week:		08/27/12	09/02/12	1-----				1	\$375.00			
N 9	RTV 6	08/14/12	08/27/12	AC 730-8P/WRTV	730-8P M-F		:30			NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1-1---				2	\$150.00			
Week:		08/20/12	08/26/12	1-1-1--				3	\$150.00			
Week:		08/27/12	09/02/12	1-----				1	\$150.00			
N 10	RTV 6	08/14/12	08/27/12	11P News	11P-1135P M-F		:30			NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-111---				3	\$600.00			
Week:		08/20/12	08/26/12	1-11---				3	\$600.00			
Week:		08/27/12	09/02/12	1-----				1	\$600.00			
N 11	RTV 6	08/14/12	08/27/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$475.00			
Week:		08/20/12	08/26/12	-----S				1	\$475.00			
Week:		08/27/12	09/02/12	-----				0	\$0.00			
N 12	RTV 6	08/14/12	08/27/12	Nightline	1135P-1202A		:30			NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1-1---				2	\$225.00			
Week:		08/20/12	08/26/12	-1-1---				2	\$225.00			
Week:		08/27/12	09/02/12	1-----				1	\$225.00			
N 13	RTV 6	08/14/12	08/26/12	Sat 6-630P News	Sat 6-630P News		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$125.00			
Week:		08/20/12	08/26/12	-----S-				1	\$125.00			
N 14	RTV 6	08/14/12	08/27/12	Sun 6-630P News	6-630P		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$225.00			
Week:		08/20/12	08/26/12	-----S				1	\$225.00			
Week:		08/27/12	09/02/12	-----				0	\$0.00			
N 15	RTV 6	08/14/12	08/27/12	ABC This Week	858A-10a		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$75.00			
Week:		08/20/12	08/26/12	-----S				1	\$75.00			
Week:		08/27/12	09/02/12	-----				0	\$0.00			
N 16	RTV 6	08/17/12	08/17/12	ABC Fri C	10P-11P		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$1,000.00			
N 17	RTV 6	08/14/12	08/26/12	ABC Sun A	7P-8p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$700.00			
Week:		08/20/12	08/26/12	-----S				1	\$700.00			
<b>Totals</b>											<b>96</b>	<b>\$27,385.00</b>

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184331 /	

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08/14/12 - 08/27/12	IN GOV MIKE PENCE A	2593

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/13/12 / 08/13/12

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	85	\$24,490.00	\$20,816.50
08/27/12 -08/27/12	11	\$2,895.00	\$2,460.75
<b>Totals</b>	<b>96</b>	<b>\$27,385.00</b>	<b>\$23,277.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

5/11/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

# Cash In Advance Exception Authorization

MIKE PENCE has been designated as a "cash in advance" client by Accounting. This designation requires that payment be received in-house prior to airing of order # 184331. Starting airdate 8/14.

Today's date is 8/13 and payment has not been received.

The order will not be approved by Accounting until the following information is provided and the form is signed:

Expected date of check receipt 8/14.

Amount of Check \$ 23,277.25.

Reason check was not received 2 weeks prior to airing \_\_\_\_\_

NEW POLITICAL ORDER

GROSS \$27,385

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*GSM \_\_\_\_\_ Date \_\_\_\_\_

Business Dir./Acctng Mgr \_\_\_\_\_ Date \_\_\_\_\_

\*During absence of GSM, LSM signs for local orders, NSM for national.

TRAFFIC  
MGR

AE David Dept Date \_\_\_\_\_

STRATEGIC MEDIA PLACEMENT INC.

7569 STAGERS LOOP  
DELAWARE, OH 43015



25-2-440

08/13/2012

PAY  
TO THE  
ORDER OF

WRTV-TV

\$ 23,277.25

Twenty-three thousand two hundred seventy-seven and 25/100\*\*\*\*\* DOLL

WRTV-TV

*Mike Pence*

AUTHORIZED SIGNATURE

MEMO MIKE PENCE BUY 8/14/12-8/27/12

⑈00016685⑈⑈014000024⑈01892394091⑈

STRATEGIC MEDIA PLACEMENT INC.

08/13/2012 WRTV-TV

MIKE PENCE BUY 8/14/12-8/27/12

23,277.25

#184351

\$27,385

102 Huntington MIKE PENCE BUY 8/14/12-8/27/12

23,277.25